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National Stock Exchange of India Limited
Exchange Plaza, Plot No. C-1, Block-G,
Bandra Kurla Complex, Bandra (E),
Mumbai-400051

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NSE Symbol: MAXPOSURE

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015



Bluebird Advertising, a Wholly Owned Subsidiary Company of Maxposure Limited, Joins Forces with Jakson Solar for Strategic Print and Radio Campaigns

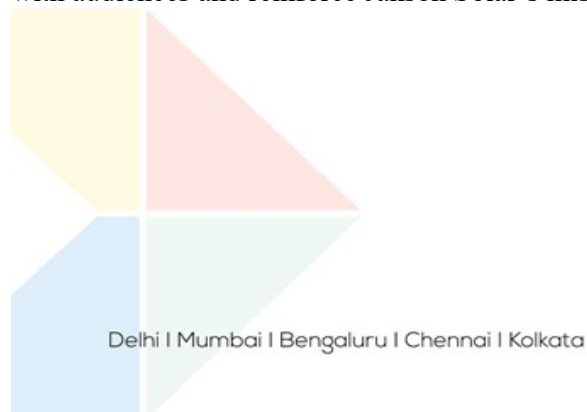
[New Delhi, September 18' 2024]- Bluebird Advertising a wholly owned subsidiary of Maxposure Limited is proud to announce a strategic collaboration with Jakson Solar, a leading player in the renewable energy industry, to spearhead their print and radio advertising initiatives. This collaboration is a new step in Jakson Solar's commitment to reach wider audience through effective advertising and highlights the Company's dedication to spreading awareness about sustainable energy alternatives.

Bluebird Advertising will be responsible for creating and executing compelling print and radio campaigns that highlights the Jakson Solar's cutting-edge solar energy and products and services. The partnership marks an important milestone for both companies, as they unite their expertise to reach a broader audience through integrated, high-impact advertising strategies.

The print and radio advertisements will highlight Jakson Solar's wide range of products and solutions, including solar panels, power plants, and energy storage systems while emphasizing the importance of transitioning to renewable energy. Bluebird's innovative approach will help ensure that Jakson Solar's message of sustainability and energy independence reaches key markets.

Leadership Perspective

"We are honoured to collaborate with Jakson Solar, a company that is not only a pioneer in the renewable energy sector but also a force for positive environmental change," said Mr Prakash Johari, Managing Director of Bluebird Advertising. "Our team is committed to developing creative campaigns that resonate with audiences and reinforce Jakson Solar's mission to promote sustainable living."



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About Bluebird Advertising

Bluebird Advertising, a wholly owned subsidiary of Maxposure Limited is a full-service marketing and advertising agency that specializes in creative, results-driven campaigns. With expertise across print, digital, and broadcast media, Bluebird helps brands convey their messages in ways that resonate with target audiences and drive business results.

About Jakson Solar

Jakson Solar is a leading renewable energy company in India, offering a comprehensive range of solar power solutions designed to meet the needs of businesses and consumers. With a strong commitment to innovation, sustainability, and environmental stewardship, Jakson Solar is dedicated to making renewable energy accessible and affordable for all.

Thanking You,
Yours faithfully,

SAKSHI
MISHRA

Digitally signed by
SAKSHI MISHRA
Date: 2024.09.18
11:05:47 +05'30'

Sakshi Mishra
Company Secretary & Compliance Officer

